



Hermosa Beach City Manager's Office City Council Meeting Updates 2.15.18

A brief summary of important City Council updates discussed during the February 7, 2018 study session and February 13, 2018 regularly scheduled meetings are provided below.

February 7, 2018 ([Study Session Agenda](#))

Signage and Branding – On February 7th, Council held a Study Session dedicated to discussion of City branding and signage. Staff provided an overview on the history of City Logos and Seals, described the color, typography, and iconography elements that make up a brand, defined the types of signage that cities typically use, and provided a series of questions for Council to discuss on how they would like to proceed with updates to the City brand and/or signage. Council discussion on the topic included:

1. **Scale of Changes** – Council is open to a refresh of the City logo so long as it retains the character of the existing logo. For the City seal, Council was cautious about making changes but open to some updates to the icons located within the Hb, and some color changes to bring consistency between the logo and seal.
2. **Graphic Design Support** – For graphic design support, Council is interested in soliciting concepts from local artists that would be reviewed by staff and presented to the community for input. Based on the input, a single artist would then be selected and engaged in a contract with the City to further refine the concept and develop a signage program.
3. **Community Engagement** – In addition to an artist call for concepts, opportunities for the community to provide feedback and engage in graphic updates will include a town hall style event where concepts will be displayed and an online forum for those that can't make it in person.
4. **Work Products/Outcomes** – Council directed staff to first focus on creating a style guide to help improved consistent use of city graphics before establishing priorities for different types of signage.

February 13, 2018 ([Regular Council Meeting Agenda](#))

Introduction of Los Angeles County Fire Department – With the transition of fire services to Los Angeles County Fire at the end of 2017, Los Angeles County Fire Department's Assistant Chief Scott Hale and on-duty firefighter/paramedics were introduced at the meeting to begin familiarizing Council and the public with the staff that are serving our community.

Mark Your Mile – The Leadership Hermosa Class of 2018 provided a presentation on this year's class project, Mark Your Mile. The class is currently accepting artwork submissions through March 9, 2018. A committee led by the Class of 2018 will select up to 10 artwork concepts and pursue final approval from the City's commissions and City Council this spring. More information can be found at markyourmile.com



Proposed Skechers Office Project – By approving the action minutes of the Planning Commission from January 31, 2018, the City Council upheld the decision of the Planning Commission to certify the Final Environmental Impact Report and approve the Precise Development Plans for the Proposed Skechers Office Project.

Homeless Planning Services Grant – On the consent calendar, Council approved the acceptance of \$30,000 in grant funds from the County of Los Angeles to develop a City Homelessness Plan. Development of the city's plan, will involve engaging a diverse group of city departments and key community partners over the next several months. If you are interested in participating in the plan development process, please contact Nico De Anda-Scaia (ndeanda@hermosabch.org) City Homelessness Plans will be due to the County by June 30, 2018, and will come to the full Council for final adoption prior to submittal to the County.

Bard Street Closure Construction Contract – Also on the consent calendar, Council awarded a construction contract to install security gates along Bard Street, to address safety and liability issues related to emergency vehicles deploying from Bard Street.



Fiesta Hermosa Recommendations and Chamber of Commerce Agreement

Council approved the recommendations of the Fiesta Hermosa Council Subcommittee and approved a one-year contract with the Chamber of Commerce to provide the two three-day Fiesta Hermosa events and other community events throughout the year including the St. Patrick's Day Parade, New Year's Eve, State of the City, and the Tree Lighting Event. Based on the broad community input received over the last year, the recommendations for improvements to the Fiesta Hermosa events put forth by the Council Subcommittee include the following categories:



- A clearer sense of what we are celebrating
- Enhance local crafts and culture
- More attention to elevating the event experience for attendees, local business operators and exhibitors

Pier and Hermosa Avenue Intersection Review – Council supported the staff recommendation to retain the diagonal crossing/dedicated pedestrian phase at the intersection of Pier and Hermosa Avenues. Additionally, as part of the planned Hermosa Avenue Repavement Project staff proposed to add a higher visibility/decorative design to the middle of the intersection, signage to provide instruction on the diagonal crossing/dedicated pedestrian phase, and loop detection signals on Pier Avenue to allow the signal cycle to skip if no cars are present thereby shortening pedestrian wait times at the intersection. Council also asked staff to re-visit the recommendations in the Downtown Core Revitalization Strategy for Hermosa Avenue and see if some of the recommendations could be incorporated into the Hermosa Avenue Repavement Project.



Park Restroom Update – Council received an update on the concept design plans and community engagement conducted to date for new restroom facilities within four of the City's parks located at:

- Clark Stadium, 861 Valley Dr,
- Fort Lots-o-Fun, southeast corner of Prospect Ave and 6th St,
- Seaview Park, southeast corner of Prospect Ave and 19th St, and
- South Park (renovation + additional new restroom), 425 Valley Dr.

While the Council did not take formal action or make final approvals, there was support among Council for the design and location for the facilities and the architect will make refinements and begin creating construction documents so that the restroom projects can be bid for construction.

Other Matters – To close out the meeting, Council directed staff to bring back agenda items at a future City Council meeting on the following two topics:

- how to best address the persistent problem of uncollected pet waste throughout the city, and
- information regarding South Coast Air Quality Management District proposed Rule 1410 which would require the Torrance Refinery to replace hydrofluoric acid with a safe alternative within four years

THE NEXT REGULARLY SCHEDULED CITY COUNCIL MEETING IS TUESDAY, FEBRUARY 27, 2018 AT 7PM.

Questions or comments? Contact the City Manager Sergio Gonzalez Monday through Thursday, 7AM- 6PM at (310) 318-0216 or via email at sgonzalez@hermosabch.org.

To download a PDF of previous City Manager Community updates, please click on the links below:

- [City Manager Community Updates: 1.23.18](#)
- [City Manager Community Updates: 1.12.18](#)
- [City Manager Community Updates: 12.11.17](#)
- [City Manager Community Updates: 11.17.17](#)
- [City Manager Community Updates: 11.2.17](#)
- [City Manager Community Updates: 10.16.17](#)